

February 7, 2012 DCARA Board Meeting Minutes

Meeting Called to Order: 6:18 PM

Present: Chris Held, Patty Lessard, Steve Longo, Katie Murch, Jane Newkirk, Sharif Rashedi, Lonnie Tanenberg

Excused: none

Unexcused: none

Staff Present: Executive Director, Jim Brune; Executive Assistant, Rebecca Chow; Director of Employment Development Dept.(DEDD), Mike Baer

Visitors: none

Interpreters: none

MO020112-1 Longo (Murch) moved to direct the Finance Committee (FC) to explore the possible options and risks associated with exposing the investment portfolio to stocks. The FC will report back with several scenarios for the Board to discuss and approve if deemed appropriate. MSPassed

MO020712-2 Tanenberg (Held) moved that the Board amend the Bylaws to state that DCARA Board members cannot miss more than four excused meetings, and officers cannot miss more than 3 excused meetings. After such absences, the President of the Board will evaluate the member's status of being on the Board. MFailed.

MO020712-3 Newkirk (Lessard) moved that the January, 2012, minutes be approved as corrected. MSPassed.

MO20712-4 Lessard (Longo) moved that the Board approve the Financial Statements for November, 2011, at the recommendation of the Finance Committee. MSPassed.

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Officers' Reports

President: Sharif Rashedi

Deaf Community Night was good. Thank you to those on the Board who came. President Rashedi explained he was establishing a different approach to our meetings, which will permit more discussion with less emphasis on reading reports.

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In addition, during Executive Session, the Board will vote on the recipient of this year's "Hal Ramger" award.

Vice President: Katie Murch –

Vice President Murch presented the idea of the Board donating a cooler with alcohol at a group. The majority of the Board agreed, so Tanenberg and VP Murch will look into it.

VP Murch also described what was current with the Gala auction items:

- All prices will start at a certain percentage of the retail value
- We have 21 out of 40 desserts, 15 out of 25 desired silent auction items, and 2 out of 5 desired live auction items.

Please get creative with auction items. For example, free house painting, free tax services would probably sell well. President Rashedi will contact people for skydiving packages. An electronic copy of the donation request letter will be sent to all Board members.

Secretary: Jane Newkirk –

Please submit your reports for the minutes within 5 days of the Board Meeting so the minutes may be completed in a timely manner.

Treasurer: Treasurer Patty Lessard –

Our goal is for the profits from the 50th Gala to be used for renovating DCC, DETC (Deaf Employment Training Center), and investments.

Currently, our "Line of Credit" is zero, which is very good. Patty Souza, Director of Business and Accounting, indicated that there are no "red flags" regarding our funding from the state at this time. A draft proposal of fundraising income is needed from the Fundraising Committee next month. We will be looking at next year's budget in April. DEDD Mike Baer commented that if we found a donor to pay off the DCC mortgage, there would be \$38,000 dollars freed for other uses.

Standing Committees

Fundraising Chair: Katie Murch

The date of the next Committee meeting will be decided after tonight's meeting. Please ask you friends to volunteer to work with fundraising events. BADAR (Bay Area Deaf Amazing Race) will happen at the end of April. The committee will consider renaming itself to be more inviting.

Board Development and Recruitment Chair: President Rashedi

We continue to be short on Board members and need to actively recruit. Please provide the names of two people that can be invited to join the Board. The Board will be present at the Gala event and will use that as an opportunity to generate interest.

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Filming of the Board meetings is possible and available over VRS. VP Murch will talk with Donny Jacob.

Finance committee – Treasurer Lessard

The Finance Committee met on February 2 to discuss the agency financial reports for the month of November, 2011.

They also checked in to see how ticket sales were going for the Gala, the success of Gala sponsorship efforts, and the status of the agency budget since we are six months into the 2011-2012 FY.

In addition, they discussed the possibility of making some minor adjustments to the investment portfolio.

Another item, which is pertinent to all committees and not just the FC, is the need to have a clear goal for this FY.

The FC truly depends on the efforts of all Board members and especially the FR Committee to initiate plans to generate funds so that DCARA can be less dependent on government money. This means DCARA must have successful fundraising events -- big and small -- planned for the rest of this FY.

As we all know, the 50th Gala is a major revenue generating event this spring, but it cannot be the only one. Also, it is not happening again next year, so there needs to be a clear sense of what funds will be generated from FR events so the agency can effectively plan the budget for 2012-2013.

Profit (whole or part) from the Gala is anticipated to be designated as seed money for the DETC, to make improvements to the DCC and a portion to go into the investment accounts. That means there need to be other sources of revenue to go into the general operating budget.

This is where we all come into the picture

The FC is currently working on its goals for the next six months. One of them is to explore safe and profitable changes to the investment portfolio. Information collected will be brought to the Board as a whole if action needs to be taken.

The FC requests that the FRC (Fundraising Committee) submit their fundraising goals [dollars and number/size of event(s)] for the second half of this FY.

We would like to have them by the week of the March Board meeting if possible. It can be a first draft, as detailed as possible, with a final draft to follow within a week or so.

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Thank you all for the work you do.

Reports from DCARA

Executive Director: Jim Brune

Burning Questions for the Board:

1. How can staff keep the Board of Directors engaged in what is happening within DCARA?
2. How can staff keep the Board of Directors interested and feel they are of value to DCARA?

Personnel:

- The Client Support Specialist position vacated by Rossana Reis continues to be under review.
- Job Developer/Interpreter (Campbell): An interview was completed for this position and a decision regarding this position is pending.

Fundraising:

- **50th Anniversary Gala:**
 - Ticket sales: Sales have been robust. As of yesterday, we have sold 389 tickets!
 - Sponsorships: We are just short of \$20,000 in sponsorships for the gala. Sponsoring organizations include:
 - Sorenson
 - Purple
 - WCI
 - Sprint
 - We have enhanced the gala webpage to include pages regarding:
 - Sponsorships
 - Entertainment
 - Vlogs/flyers
 - Volunteering
- **Direct Mail:**
 - Total as of 2/6/12 is \$8,527.00
 - 65 donations
 - Average donation: \$131.18

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Program Development:

- Department of Social Services
 - I reported last month that 2012-2013 is a one-year contract extension and not a new funding cycle.
 - Work continues on completing a new budget and work plan for next FY. Paperwork is due
- City of Concord:
 - Presentation of our proposal was given to the City of Concord Community Services Commission on Wednesday evening February 1.

Meetings/Workshops Attended:

- **East Bay NonProfit Forum:**
 - ED Brune attended the East Bay NonProfit Forum in Concord on January 31st. It was extremely informative. Among the topics discussed:
 - Strategic Planning: CompassPoint CEO Jeanne Bell talked about the need for nonprofits to view strategic planning as **not** a destination but a way of being. Planning is something that is continually being done and continually evolving because of the changing times and the need for nonprofits to maintain a competitive edge.
 - Cultural of Inquiry: Harvard Professor Bill Ryan talked about the need for nonprofits to move away from board meetings that are so structured and so rigid that they do not allow for a culture of inquiry – time and space for board members to ask each other and the ED questions about what is truly happening in the community and larger issues with the agency.

Important Dates:

- March 24th: 50th Anniversary Gala!
- April 28th: Bay Area Deaf Amazing Race!

Old Business

none

New Business

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ANNOUNCEMENTS

Steve Longo described his plans for lighting at the 50th Gala.

ED Jim Brune announced that the major review of the Personnel Employee Handbook is completed.

Treasurer Lessard informed us of improvements being made to the DCC. Energy efficiency needs to be considered and encouraged ED Brune to contact PG&E.

Meeting Adjourned at 9:45 PM

Respectfully submitted,



Jane Newkirk
Secretary

_____Accepted as read

_____Accepted as corrected